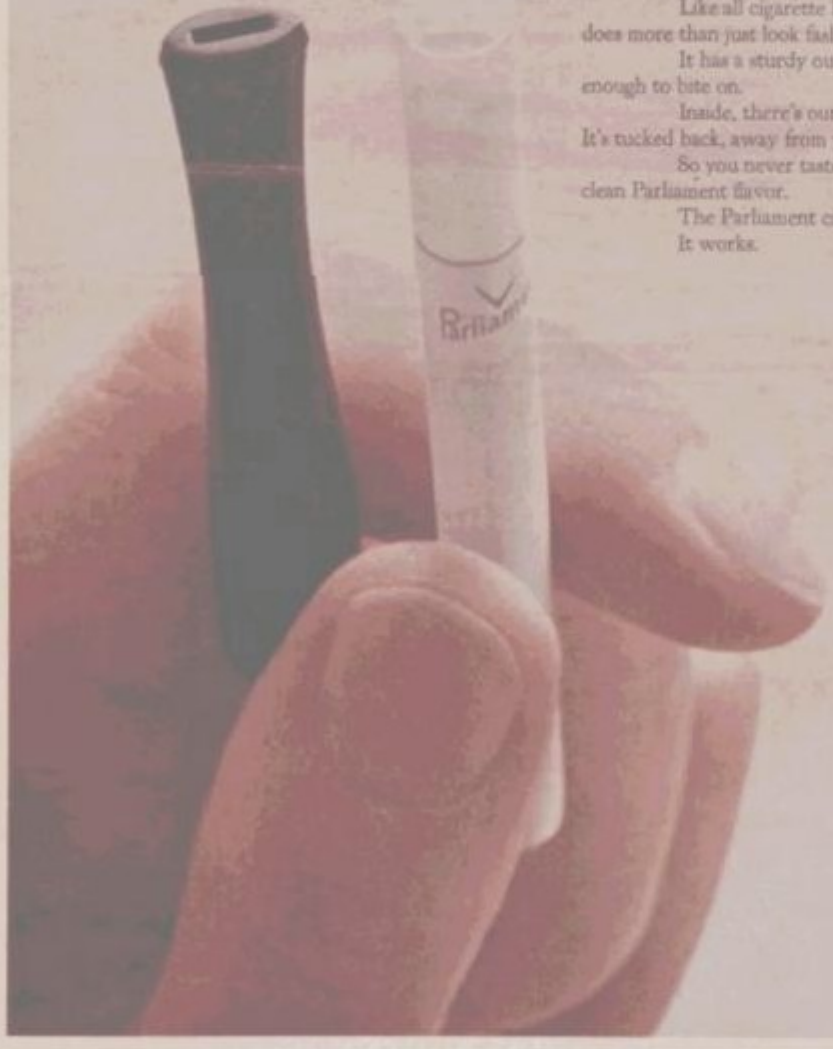
LEO BURNETT COMPANY, *Inc.*

Ad No. 211—Reg. No. [illegible]—1 page—4 colors—10 x 12½ in.—Sunday Supplements, 1971 (A)

Printed in U.S.A.

IT WORKS JUST LIKE A CIGARETTE HOLDER WORKS.



The Parliament cigarette has its own holder.

Like all cigarette holders, ours does more than just look fashionable.

It has a sturdy outer shell. Tough enough to bite on.

Inside, there's our recessed filter. It's tucked back, away from your lips.

So you never taste filter. Just good, clean Parliament flavor.

The Parliament cigarette holder.

It works.

King Size and New Charcoal 100's

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